



Prostate
Cancer
Foundation



Prostate Cancer Foundation/Gillette
MEN'S HEALTH SURVEY

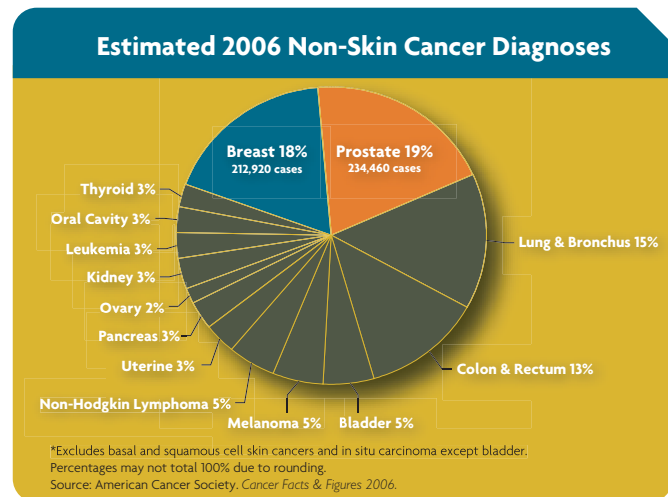
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Introduction

Prostate cancer is the most common non-skin cancer in the United States, striking one in six American men. In 2006 alone, an estimated 234,000 men will be diagnosed with prostate cancer and 27,000 men will die from the disease.

To better understand men's knowledge of prostate cancer and their level of engagement in their health issues, the Prostate Cancer Foundation and the Gillette Prostate Cancer Challenge, together with public opinion researchers at Lieberman Research Worldwide, conducted the first *Prostate Cancer Foundation/Gillette Men's Health Survey*, released just before Father's Day and during Men's Health Week.

Results from the survey reveal surprising thoughts about men's health behaviors and their level of awareness about prostate cancer. Most important, the findings shed light on how little men and women know about prostate cancer, how reluctant they are to talk with their doctors about prostate cancer despite being concerned about developing the disease, and how women can help men take the first, simple step in talking with their doctors about prostate cancer.



Key Findings

Men Are Concerned About Prostate Cancer

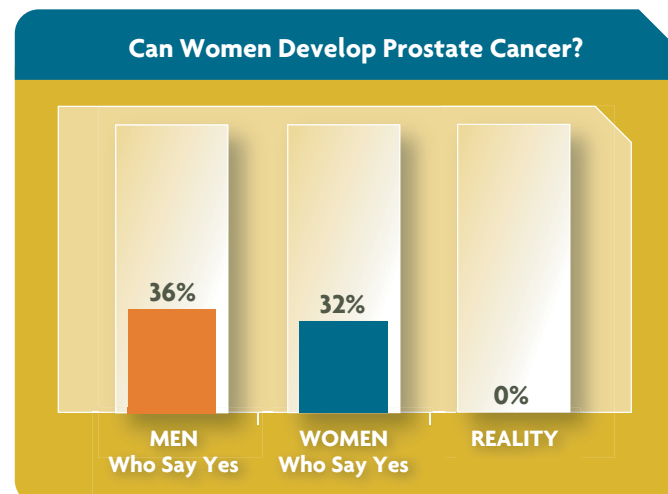
The toll that prostate cancer takes on the American male population is concerning to men, as the majority of men in high-risk groups know of their increased risk for developing the disease.

- Nearly three-quarters (73%) of all men surveyed say that they are concerned about developing prostate cancer.
- Of those in the high-risk groups, three-quarters of men over age 50 (78%) or with a family history of prostate cancer (73%) know they are at increased risk for developing the disease.

Troubling Gaps in Prostate Cancer Knowledge

Despite their concern and appreciation of risk factors for the disease, basic facts about prostate cancer are not well known.

- About one third of those surveyed (36% of men, 32% of women) think that women can develop prostate cancer. (*The prostate is found only in men.*)
- Nearly three-quarters of those surveyed (71% of men, 75% of women) think that breast cancer is more common than prostate cancer. (*Men are one-third more likely to develop prostate cancer than women are to develop breast cancer.*)





A particularly troubling finding is that many at-risk men are waiting for symptoms to appear before beginning a conversation with their doctors – and that may be too late.

- Almost 1 in 3 men (30%) above the age of 50 – the age at which the risk begins to increase rapidly – is mistakenly waiting for symptoms rather than taking action against prostate cancer. *(Most men experience no symptoms in early stages of the disease, when treatments are most effective.)*

Not Surprising: Men Are Reluctant To Talk With Their Doctors

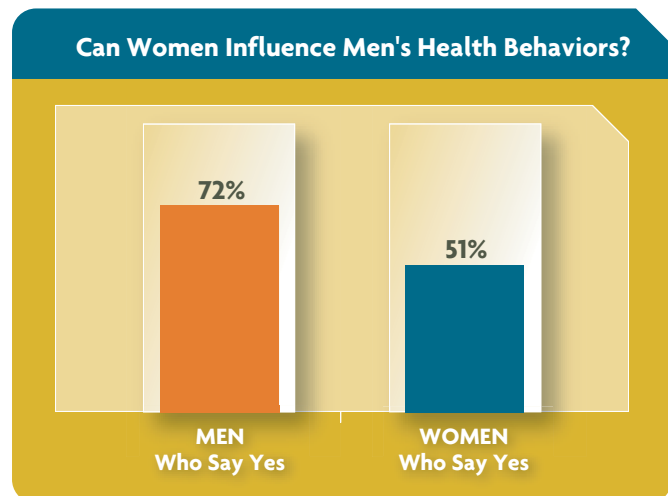
Not knowing the basic facts about prostate cancer has serious consequences: men are not talking with their doctors about cancer – of the prostate or any kind. Even men who know they are at increased risk for the disease and are concerned about developing prostate cancer aren't talking with their doctors about it.

- Of men with a family history of prostate cancer, about 1 in 4 has never discussed his family history (22%) nor his personal risk (26%) with a doctor.
- Of men above the age of 50, almost 1 in 5 has never discussed his family history (17%) or his personal risk (19%) with a doctor.

Secret Weapon in Fighting a Men's Disease: Women

Men may not listen to women when it comes to directions, but results from the survey suggest that men are likely to listen to women when it comes to their own health. It also suggests that women don't realize how much influence they have with their men in their lives.

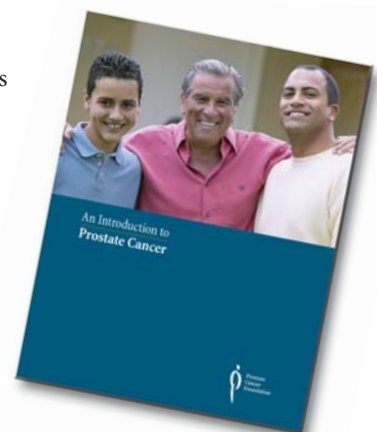
- Almost three-quarters (72%) of men say they would be very likely to talk with their doctors about prostate cancer as a result of their partners' urging.
- Yet only half of women (51%) think they could influence men's behavior when it comes to talking with doctors about prostate cancer.



Call to Action: Women — Encourage Men to Talk With Their Doctors About Prostate Cancer

Results of the *Prostate Cancer Foundation/Gillette Men's Health Survey* indicate that women can play an important role in helping men begin a dialogue with their doctors about prostate cancer. In honor of Father's Day, women can show they care for husbands and dads by urging them to have a conversation with their doctors about prostate cancer. Chances are, the survey suggests, men will listen.

To help women know where to begin, the Prostate Cancer Foundation created a Father's Day Kit, which features Conversation Tips, a series of pointers and questions that can be used to start a conversation about prostate cancer. In addition, the Kit includes the Introduction to Prostate Cancer guide, a list of FAQs About Prostate Cancer, and other materials designed to help both men and women learn more about prostate cancer.



For more information, visit www.menshealthsurvey.info.



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Prostate Cancer Foundation/Gillette Men's Health Survey



About the Survey

The survey was conducted by Lieberman Research Worldwide from May 9-15, 2006. The survey was conducted online among a national sample of 1,572 people. Eligible respondents were men and women between the ages of 25 and 65; the men had not been diagnosed with prostate cancer. Where necessary, data is weighted to reflect U.S. Census levels for age, gender, race/ethnicity and geographic region.

A robust sample size of 1,500 was employed, yielding ample base sizes to analyze data and key metrics across those demographic subgroups that are relevant for prostate cancer. The margin of error for a result of 50% with a sample size of n=1,500 at the 95% confidence level is approximately +/- 2.5%. An increase in the sample size to n=2,000 with the same assumptions yields only modest increases in precision, with a margin of error of +/- 2.2%.

About the Prostate Cancer Foundation

The Prostate Cancer Foundation is the world's largest philanthropic source of support for prostate cancer research. The Prostate Cancer Foundation has a simple, yet urgent goal: to find better treatments and a cure for recurrent prostate cancer. The Prostate Cancer Foundation has raised more than \$260 million and funded more than 1,200 research projects in more than 100 research centers worldwide. For more information, visit www.prostatecancerfoundation.org.

About the Gillette Prostate Cancer Challenge

Gillette is challenging men and their families to learn and talk about prostate cancer risks, prevention and detection – helping them to look and feel their best, inside and out. The Gillette Prostate Cancer Challenge is helping to increase awareness – on topics including risks, prevention strategies, diagnostics and symptoms – and early detection of prostate cancer, especially among high-risk men. They encourage men to know their risks, talk to their doctors and tell their friends. For more information, visit www.gillettepcc.org.

About Lieberman Research Worldwide

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